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CONSUMER TIME

EUROPE'S DESTRUCTIVE DIET

NETWORK: NBC

DATE: May 5, 1945

ORIGIN: WRC - PICK-UP FROM SAN FRANCISCO

TIME: 9:15-9:30 AM PWT
(12:15-12:30 PM EWT)

(Produced by the War Food Administration, this script is for reference only and may not be broadcast without special permission. The title CONSUMER TIME is restricted to network broadcasts of the program...presented for more than eleven years in the interest of consumers.)

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1. SOUND: CASH REGISTER RINGS TWICE.....MONEY IN TILL.
2. JOHN: It's CONSUMER TIME!
3. SOUND: CASH REGISTER.....CLOSE DRAWER.
4. ANNCR: During the next fifteen minutes the National Broadcasting Company and its affiliated independent stations make their facilities available as a public service for the presentation of CONSUMER TIME by the War Food Administration.
5. JOHN: For the past ten days, the eyes and ears of the world...and the hopes of the world....have turned to San Francisco, California. Momentarily, Mrs. Freyman, this city by the Golden Gate is the capitol of the world.
6. FREYMAN: Yes, it truly is Johnny....for at San Francisco, representatives of forty-nine United Nations are working day and night to build a better life for the millions of people who inhabit the earth.
7. JOHN: We know food will play a vital part in this better life. So, today, CONSUMER TIME visits San Francisco to hear, first hand, what lack of food has meant in three of our United Nations.

THE JOURNAL OF THE AMERICAN REVOLUTION

JULY 10, 1776

BY JOHN ADAMS

THE JOURNAL OF THE AMERICAN REVOLUTION
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THE JOURNAL OF THE AMERICAN REVOLUTION
BY JOHN ADAMS

July 10, 1776. - I have written to you before, and I will do so again, that I am now in Boston, and that I have no time to write to you every day. But I will now write to you again, and tell you what has happened since my last letter.

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8. FREYMAN: While we listen to Mr. William Mabane (pronounced Mh/Bayn) of the British Food Ministry...let's imagine ourselves at the average British dinnertable....where the unappetizing monotony of food was relieved only by screaming air raid warnings, the piercing whistle of falling bombs, the terrifying explosions near and far.
9. JOHN: Then, as Mr. Herve' (pronounced Er/Vay) Alphand, (pronounced Aul/Fon') Director-General of the Ministry of Foreign Affairs for France, describes the creeping, insidious effect of Nazi occupation on the health of his people...visualize what our health would be, if our present food supply were cut in half.
10. FREYMAN: Or let's put ourselves in the place of the average Norwegian family, when Dr. Karl Evang, Surgeon-General for Norway, tells of the miserable daily diet which has skyrocketed disease in his country, after five years of Nazi occupation.
- ENGINEER: WATCH FOR SWITCH TO SAN FRANCISCO COMING UP AT 12:16:30 PM EWT (9:16:30 AM PWT)
11. JOHN: For these firsthand reports on food problems in war-ravaged countries CONSUMER TIME takes you to San Francisco, California.
- SWITCH TO SAN FFANCISCO
12. NARRATOR: This is Henry Schacht, speaking from San Francisco. It is our privilege to present a member of the British Delegation to the United Nation's Conference, the Right Honorable William Mabane, member of Parliament and Parliamentary Secretary to the Ministry of Food. Mr. Mabane, first, let me ask-- is the food supply in Great Britain improving...or are your people still "tightening their belts", as we say in America.

13. MABANE: No. I am sorry to say it is not improving. This is our great disappointment. The world had hoped that the end of the war would mean increased food supplies. Instead, as we now know, the world faces a shortage in almost every direction. Our privations have come upon us gradually and, while you here in the United States seem well off, you too, during the last year or so, have increasingly found it difficult to get this or that.
14. SCHACHT: Perhaps, Mr. Mabane, you would tell us what foods you do have in Britain.
15. MABANE: I can best answer that question by saying that we are short of meat, fish, fruit and the more interesting items of diet, and that we have had to fill in by eating far larger quantities of bread, potatoes and vegetables than normally we had. We have, however, looked very carefully after the children and the mothers.
16. SCHACHT: You have special ration programs, then, for these groups?
17. MABANE: Yes. The children have special ration books and special allocations of foods they need. The Government determined, in the early days of the war, that whoever else went short, the children should not. The scientists tell us what our infants, adolescents and expectant mothers need and that we give to them. Consequently, we can claim that the children today in Britain are healthier, stronger, taller than before the war.
18. SCHACHT: That is a story, Mr. Mabane, every nation would be proud to tell.

19. MABANE: Similarly, in the interests of the Allied war effort, we have made adequate provision for our war workers. We have elaborate arrangements to feed them on the job at industrial canteens and what we call British Restaurants. I know you have such arrangements here in America, for feeding workers on the job...and providing children with meals at schools.
20. SCHACHT: We also believe with you, that our children should not go short on food because of war conditions. Mr. Mabane, meat has been strictly rationed in your country for a long time.
21. MABANE: Yes, and our ration of meat works out at about one pound a head a week. We guarantee that all get that ration, and that none get more. Bread and potatoes have been unrationed throughout the war and we use these as fillers...although often they fill us in the wrong places. But we do, fortunately, have large quantities of fresh vegetables, as every foot of available ground is put to agricultural use.
22. SCHACHT: Then, with potatoes, bread and vegetables, you have to make up for the shortages of eggs, meat, fruit, milk, butter and cheese.
23. MABANE: Yes, and one of the jobs of the Ministry of Food is to avoid this monotony of diet by educating the public through our Food Advice organization in the best and most appetizing ways of using the food we've got. Even so, our diet has proved to be sufficient to carry us through to Victory. If we are to continue to play our full part in the world in the great tasks ahead, our rations must not be diminished. A low diet can create a low morale. Thank God, our morale has remained high...and I believe it will remain high. We are now reconciled to the fact that after V-E Day, we shall not be able to enjoy the feasts to which, in earlier years, we looked forward.

and on, I will be continually doing what I can to further the
cause of the people, and to help them to live their lives to the
fullest extent possible. I am a strong advocate of personal freedom
and individual rights, and believe that every person should be
able to live their life as they see fit, without interference from
the government or any other authority. I believe that the best way
to achieve this is through education and informed decision making.
I am also a strong advocate of environmentalism, and believe
that we must take care of our planet and its resources if we
are to ensure a sustainable future for all. I believe that
we must work together to find solutions to the challenges
we face, and that we must be open to new ideas and
approaches. I am a firm believer in the power of
education and personal development to bring about
positive change, and I will continue to work
towards that goal.

24. SCHACHT: I think we all had the same hopes of feasting here in America...'
25. MABANE: And so did all Europe. However, for those of us at the conference in San Francisco, the food here -- the eggs, milk, fish, fresh fruits and so on — are a veritable feast of Lucullus. The abundance of other foods makes us unaware that we are not eating any more meat than we do at home.
26. SCHACHT: Thank you, Mr. William Mabane of the British Food Ministry, for taking time from your pressing duties at the United Nations Conference to be our guest on this broadcast. And now, let us mentally go across the channel to a France that has been bled white after four years of Nazi occupation. We are honored to present Mr. Herve Alphand, Director-General of the Ministry of Foreign Affairs, Paris, France, and member of the French delegation to the United Nation's Conference.
27. ALPHAND: To understand better the food problems of France, we need to know just a little of her agricultural history. Before the war, France and her colonies could produce the greatest part of her food requirements....although we did import some foods, mainly small amounts of fats, meat and fruits.
28. SCHACHT: I am sure, Mr. Alphand, that Americans who visited France before the war will remember it as a country with a traditional plenty of good food.
29. ALPHAND: Ah, yes — and we hope some day to regain our reputation. The situation today can be best explained by a few figures. The official ration gives no more than 1300 calories per person a day.
30. SCHACHT: In other words, about half what it should be. The normal ration I understand should be around 2400 a day.

31. ALPHAND: That is correct and shows how low the daily ration is in France. Every week, each person is allowed about nine ounces of meat.... four ounces of sugar....and two ounces of fats. But very often, there are not sufficient quantities of these items available in official markets. So the French people must go without or go into the black market, where only the rich can buy.
32. SCHACHT: Is this universal in France?
33. ALPHAND: It's universal in the cities. The rural people do not actually suffer as much from lack of food, because they produce their own. In the cities, however, the situation is very grave. The growth of one third of the French children is below normal, and the adults have lost considerable weight due to lack of proper food. Deaths from typhoid are four times what they were before the war.. from diphteria, three times. Since 1942, the cases of tuberculosis in Paris hospitals have increased by 45 percent.
34. SCHACHT: All this the result of war and the lack of food....
35. ALPHAND: Yes...and I don't believe I need to explain at length the result of four years of German occupation, pillage and destruction. One must realize that one million hectares...about two and a half million acres...have been out of production because they were mined, or used as German airfields or fortifications. Over one million agricultural workers are missing, because they are ill or are prisoners of war. Six hundred thousand horses were stolen by the Germans... We have had no new agricultural machinery for five years...no fertilizers...no fodder for our cattle. From this you can see why our food production has been reduced 40 or 50 percent.

It is also important to note that the results of the study are limited by the fact that the sample size was small and the study was conducted in a single country.

36. SCHACHT: I'm sure we can understand what similar conditions would mean here in America, Mr. Alphand.
37. ALPHAND: We French know that the food situation for American civilians has been more difficult than it was before the war. But when we come from Europe, we appreciate the plenty which exists in this country. We look with almost...childish astonishment, you might say...at all the different foods in your shop windows and grocery stores.
38. SCHACHT: I take it, you are enjoying our American food.
39. ALPHAND: Very much indeed....except that I cannot help but think of my people in France and what it would mean to them to eat as we are doing here.
40. SCHACHT: Since the liberation, Mr. Alphand, has the food situation improved any.
41. ALPHAND: There are many hindering problems. For reasons the French understand, such as the lack of shipping facilities...the continuation of the war...the destruction of Nazi-occupied ports...and the lack of transportation...we have been able to bring in only very small quantities of food under our import program. If there is no rapid improvement of our import program, especially on food, it is certain that the next winter will be terrible in France, and terrible in most countries of Europe. As we all know, economic chaos and physical misery in Europe would have serious consequences for all countries of the world...a fact which was recently pointed out by Judge Rosenman in his official report to President Truman on conditions in Europe. And I can bear witness to the conclusions reached in this remarkable report by Judge Rosenman.

I. CAPITALIST AND FEUDAL OWNERSHIP

and ownership of land, both individual and collective, from the early 17th century onwards, and the growth of capitalist agriculture, which was first clearly manifested in the 18th century, was accompanied by a corresponding increase in the number of landless labourers.

Capitalist agriculture, which was first developed in the districts of Bihar, Bengal, Madras, and Mysore, and later spread over the rest of India, was based on the system of cultivation of land by labourers who were paid wages.

The system of cultivation of land by labourers was adopted in the following manner:

(a) The landlord gave the land to the labourer, who worked it for him.

(b) The landlord gave the land to the labourer, who worked it for himself.

(c) The landlord gave the land to the labourer, who worked it for another person.

(d) The landlord gave the land to the labourer, who worked it for himself and his family.

(e) The landlord gave the land to the labourer, who worked it for himself and his family, and also for other persons.

(f) The landlord gave the land to the labourer, who worked it for himself and his family, and also for other persons, and also for the landlord.

(g) The landlord gave the land to the labourer, who worked it for himself and his family, and also for other persons, and also for the landlord, and also for the government.

(h) The landlord gave the land to the labourer, who worked it for himself and his family, and also for other persons, and also for the landlord, and also for the government, and also for the church.

(i) The landlord gave the land to the labourer, who worked it for himself and his family, and also for other persons, and also for the landlord, and also for the government, and also for the church, and also for the king.

(j) The landlord gave the land to the labourer, who worked it for himself and his family, and also for other persons, and also for the landlord, and also for the government, and also for the church, and also for the king, and also for the nobility.

(k) The landlord gave the land to the labourer, who worked it for himself and his family, and also for other persons, and also for the landlord, and also for the government, and also for the church, and also for the king, and also for the nobility, and also for the church.

(l) The landlord gave the land to the labourer, who worked it for himself and his family, and also for other persons, and also for the landlord, and also for the government, and also for the church, and also for the king, and also for the nobility, and also for the church, and also for the king.

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42. SCHACHT: Thank you, Mr. Hervé Alphand, Director-General of the French Ministry of Foreign Affairs. The story of food in occupied Norway is reflected in greatly increasing disease among the people of that country. To bring you this story first hand, it is our pleasure to present Dr. Karl Evang, Surgeon-General of Norway, consultant to the Norwegian delegation at the San Francisco conference.
43. EVANG: In considering our food problem, you must remember that Norway is one of the three really food-deficient countries of Europe. Historically we imported nearly half our food from other countries. After 5 years under Nazi military rule, with a puppet civil government, Norway has been practically out of food imports this winter and spring. Perhaps I can best explain the situation to you by describing a day's eating in Norway.
44. SCHACHT: An excellent idea, Dr. Evang.
45. EVANG: First, the problem of breakfast. There will be bread. However, both bread and flour are rationed...Together each person gets half a pound every day, so there can't be too much of that. There are no jams, and cheese is practically unheard of. So, the housewife will use slices of sweet turnip, or rutabaga as you call it, on the bread or a little mashed potatoes, if she has any to spare.
46. SCHACHT: How about butter and margarine, Dr. Evang?
47. EVANG: All fats, including butter and margarine, are rationed to one ounce per person a day. There has been no real coffee or tea in Norway for three years...only rationed ersatz coffee and it is terrible.
48. SCHACHT: Sounds as if you have tasted it.

and the first impression of the child, but it is also the primary
and most important condition of health to maintain.
The first consideration in the care of the child is to make him
as comfortable as possible. This is done by giving him
a quiet place to sleep, a clean bed, and a good diet.
The second consideration is to keep him from getting sick.
This is done by giving him fresh air, plenty of exercise,
and a clean environment.
The third consideration is to teach him good habits.
This is done by giving him good examples to follow,
and by teaching him the importance of cleanliness and
order.
The fourth consideration is to keep him from getting
into trouble.
This is done by giving him good examples to follow,
and by teaching him the importance of cleanliness and
order.
The fifth consideration is to keep him from getting
into trouble.
This is done by giving him good examples to follow,
and by teaching him the importance of cleanliness and
order.

49. EVANG: I have. And you know how important good coffee is to our people. Why, the coffee pot used to be on the stove all day long, ready for use. All the cream goes into butter. Double skim milk...in other words, milk skimmed twice, is rationed one-half pint a person a week.
50. SCHACHT: So far, for breakfast we have bread with turnip slices and ersatz coffee...what about porridge?
51. EVANG: If the housewife wants to serve porridge she will have to use part of her bread and flour ration for oats...so she can't serve porridge very often.
52. SCHACHT: Potatoes, are they rationed too?
53. EVANG: Yes. Each person is allowed what amounts to about eight ounces a day, but very often it is unobtainable. Sugar is also rationed. There are no spices. And fish, another mainstay of our diet, is very short.
54. SCHACHT: Now, what would be served for lunch - fish?
55. EVANG: Oh, no...the fish would be saved for dinner. You see, it is rationed too. At lunch, there would be more bread and more rationed ersatz coffee and maybe more turnip slices. The housewife would concentrate her food supply and her ingenuity on the evening meal. The main dish will be fish. Then bread and potatoes. And a few carrots, if she is lucky enough to still have some stored away.
56. SCHACHT: Tell us, Dr. Evang, what foods aren't rationed in Norway?

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57. EVANG: As you can see, very few...we either don't have it or it's rationed. There's very little variety to the Norwegian diet, but even more of the same would be helpful. Sometimes you may be able to smuggle some lamb into the city from a relative out in the farming country. This may happen once in three months, and, of course, is a serious offense if caught.
58. SCHACHT: Incidentally, is there a great difference between the diet in the farm and city areas?
59. EVANG: Well, even for farmers, flour, bread, sugar and coffee are rationed, but they manage better. Norwegians have no fresh fruit, very few vegetables and practically no dairy products. Thus their diet is very lacking in Vitamins A, C and D. Cod liver oil is strictly rationed and given only to children and pregnant and nursing mothers. The Germans take the rest.
60. SCHACHT: In other words, sweet turnips and rationed potatoes, fish, bread and ersatz coffee are the wartime diet of Norway in wintertime. That's not much to build strength and morale on, is it?
61. EVANG: No, and it's heartrending to parents to see their children wasting away -- although it has been better, since the English and American authorities upon request from us permitted some dried milk, eggs and sugar to be brought in, earmarked for the children. Increasing diseases -- diphteria, scarlet fever, pneumonia, gastric-intestinal diseases and all types of skin diseases... have resulted from this restricted diet. In 1939 there were only 73 cases of diphteria, and no deaths, in all of Norway. Last year, 28,000 cases of diphteria were reported. The children haven't made normal height and weight gains. And while workers in heavy industry get a small amount of additional meat and bread, they have lost on the average of twenty pounds a person. Their working capacity is greatly reduced, of course. There is a great deal of absenteeism...some of it sabotage on the part of loyal Norwegians.

62. SCHACHT: ...The kind of absenteeism that should be encouraged.
63. EVANG: That's right. However, despite these hardships, the stamina of the people is astounding. There is a story about a schoolteacher in the liberated part of Northern Norway which brings it out. This teacher had collected eight children left behind when their various parents were taken off by the Nazis. The teacher built a hut from grass turf for shelter. And he and the children lived in this hut, with nothing to eat for one month but fish. There is an enormous amount of sharing in Norway. Common suffering has brought the people closer together.
- ENGINEER: WATCH FOR SWITCH TO WASHINGTON, D. C. 9:28:30 AM RWT
(12:28 PM EWT) CUE IS UNDERLINED
64. SCHACHT: We are indebted to you Dr. Karl Evang, Surgeon-General of Norway for this human account of the food problems in your homeland.
This is Henry Schacht returning you to CONSUMER TIME in Washington, D. C.
65. JOHN: Thank you very much, gentlemen, for your important story of the food situation around the world.
66. FREYMAN: CONSUMER TIME friends, we have just heard from three representatives at the Peace Conference in San Francisco. Mr. Karl Evang, Surgeon-General of Norway, Mr. Hervé Alphand, Director-General of Economic Affairs in the French Ministry of Foreign Affairs; and Mr. William Mabane, Parliamentary Secretary of the British Ministry of Food.
67. JOHN: Next week on CONSUMER TIME, we're going to hear another food story, Mrs. Freyman!
68. FREYMAN: Yes, Johnny! With meat so hard to find...and many other foods highly rationed...we often have a difficult time finding food for our household pets. Our dog and cat!

and the author's research interests, which include the study of the

biology of the insect pests of the citrus industry.

The author has been associated with the University of Florida since

1940, and has been a member of the faculty of the Department of Entomology

since 1942. He received his Ph.D. from the University of California in 1940,

and his B.S. from the University of California in 1935.

He has conducted extensive research on the biology of the citrus rootworm

and the citrus mealybug, and has also conducted research on the biology of

the citrus leafhopper and the citrus thrip, and on the biology of the citrus

aphid and the citrus psyllid.

He has conducted research on the biology of the citrus rootworm and the

citrus mealybug at the Citrus Experiment Station at Lake Wales, Florida,

and he has conducted research on the biology of the citrus leafhopper and the

citrus thrip at the Citrus Experiment Station at Homestead, Florida.

He has conducted research on the biology of the citrus aphid and the citrus

psyllid at the Citrus Experiment Station at Homestead, Florida.

He has conducted research on the biology of the citrus rootworm and the

citrus mealybug at the Citrus Experiment Station at Homestead, Florida.

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citrus mealybug at the Citrus Experiment Station at Homestead, Florida.

69. JOHN: So we're going to suggest some meat alternates...and substitutes for other foods which are hard to find.
70. FREYMAN: Guest star on our program will be the famous explorer, and Director of the National Zoological Park in Washington, D. C. -- Dr. William Mann.
71. JOHN: And we'll take the microphone out to the zoo to hear a little about how zoo animals eat in wartime.
72. FREYMAN: So be sure to listen next week to another edition of
73. SOUND: CASH REGISTER.
74. ANNCR: CONSUMER TIME!
75. SOUND: CASH REGISTER.
76. JOHN: How your money buys a living in wartime!
77. SOUND: CASH REGISTER...CLOSE DRAWER.
78. ANNCR: CONSUMER TIME, is presented by the War Food Administration, through the facilities of the National Broadcasting Company and its affiliated independent stations. It comes to you from Washington, D. C. This broadcast period for CONSUMER TIME has been made available as a public service.

This is the National Broadcasting Company.

the most important factor in determining the value of the land.

The first point which affects the value of the land is the

size of the plot. The size of the plot is the second factor which

affects the value of the land. The third factor which affects the

value of the land is the location of the plot. The fourth factor

which affects the value of the land is the quality of the soil.

The fifth factor which affects the value of the land is the

proximity of the plot to the market or the town.

The sixth factor which affects the value of the land is the

availability of water and electricity to the plot.

The seventh factor which affects the value of the land is the

presence of trees and other vegetation around the plot.

The eighth factor which affects the value of the land is the

presence of roads and other infrastructure around the plot.

The ninth factor which affects the value of the land is the

presence of schools and other educational institutions around

the plot. The tenth factor which affects the value of the land is

the presence of hospitals and other medical facilities around

the plot. The eleventh factor which affects the value of the land

is the presence of parks and other recreational areas around

the plot. The twelfth factor which affects the value of the land

is the presence of temples and other religious places around

the plot. The thirteenth factor which affects the value of the land

is the presence of markets and other commercial areas around